

1. Which GTP advertising is most effective: television, billboard or radio?

What is most effective in terms of the Iowa Gambling Treatment Program's advertising campaign is the fact that it is a multi-media campaign. Each medium serves a different function based on cost and works together to reinforce and support the overall problem gambling treatment message. Historically, the increase in the number of calls to the 1-800-BETS OFF helpline can be correlated to an increase in media spending. When IGTP has advertising running, the helpline receives calls.

Broadcast television has a high authoritative factor and delivers a broad reach and consistent frequency. Historically, calls to the 1800-BETS OFF helpline have spiked during and shortly after television flights have aired and TV is continuously the most-often cited advertising medium source referenced by callers.

Cable television is used to deliver highly targeted audiences with specific targeted programming and is also utilized as a frequency-builder at cost-efficient rates. Cable television also delivers a phenomenal amount of added value through PSAs and autofill.

Outdoor provides continuous coverage through the paid schedule and added value boards and builds high frequency quickly. Outdoor also allows for locations within close proximity to casinos to be selected, where possible, to deliver a more targeted message and has been the second most-cited advertising medium as the source for the helpline number.

Radio has been selected for its strength to deliver a high frequency of messages at cost-efficient rates. Radio schedules will air during times when broadcast and cable television is dormant so that there is a constant IGTP message throughout the year.

2. Are there any assessments done on which form of advertising is most effective?

Yes, a year-end media evaluation and summary is conducted each fiscal year. The summary evaluates the media plan against the objectives originally set forth in the plan from both a media and marketing perspective. The performance of the media plan is evaluated based primarily on statewide media coverage, efficiency of each buy, value-added ratio, rating performance (post-buy results) and program results (calls to 1-800-BETS OFF and the sources cited for the helpline).

3. What areas of marketing for the GTP has the department increased?

Please see the attached Excel chart that compares line item spending for FY 2004 – FY 2006. Also included is a summary of direct referral calls and calls handled at the helpline for the past three years, as well as a breakout of the advertising media cited as the source for the helpline.

Iowa Gambling Treatment Program Marketing Spending FY 2004 - FY 2006

Expenditure	FY 2006	FY 2005	FY 2004
Broadcast TV Placement	\$ 575,302.00	\$ 367,875.00	\$ -
Cable TV Placement	\$ 142,129.00	\$ 168,082.00	\$ 120,700.00
Outdoor Placement	\$ 128,850.00	\$ 144,520.00	\$ 112,384.00
Radio Placement	\$ 149,429.00	\$ -	\$ -
Newspaper Placement	\$ 36,000.00	\$ 133,176.00	\$ -
Media Evaluation	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00
TV Production	\$ 61,850.00	\$ 63,809.00	\$ 55,000.00
Outdoor Production	\$ 17,496.00	\$ 20,732.00	\$ 15,506.00
Radio Production	\$ 4,145.00	\$ 3,560.00	\$ -
Newspaper Production	\$ 3,380.00	\$ 4,478.00	\$ -
Education PowerPoint	\$ 8,240.00	\$ -	\$ -
Education Talking Points	\$ 2,025.00	\$ -	\$ -
Education Brochure	\$ 58,130.00	\$ -	\$ -
Education Spending Card	\$ 8,807.00	\$ -	\$ -
Education Presentation Poster	\$ 3,699.00	\$ -	\$ -
Education Mini Site	\$ 18,620.00	\$ -	\$ -
Problem Gambling Brochures	\$ 56,450.00	\$ -	\$ -
Miscellaneous	\$ 2,000.00	\$ 1,022.00	\$ 410.00
	\$ 1,277,552.00	\$ 908,254.00	\$ 305,000.00

Source Cited for Where the Caller Heard about the Helpline

Medium	FY 2006*	FY 2005	FY 2004
TV	300	272	134
Outdoor	101	102	115
Radio	23	16	17
Newspaper	0	0	4

*Through April 2006

Direct Referral Calls to 1-800-BETS OFF FY 2004 - FY 2006

FY 2006*	2,019
FY 2005	1,953
FY 2004	1,357

*Through April 2006

Calls from FY 2004 to FY 2005 increased by 44% and calls for FY 2006 are up another 28% YTD.